

Louis John Celli Jr.

Following his 22 year career in the United States Army, Master Sergeant Celli founded the company Leaders Advantage, Inc. that sold sales and leadership training material out of its 3 Boston area retail locations. In 2005 Louis Celli transformed the enterprise into a nonprofit organization called the Northeast Veterans Business Resource Center, Inc. (NEVBRC), which is dedicated to assisting veteran entrepreneurs start and grow small businesses.



Mr. Celli retired from NEVBRC in 2012 to become the Legislative Director for the American Legion – the largest veteran service organization in the United States.

As a published columnist, professional speaker, and nationally recognized small business development expert, Louis Celli has been quoted in national and local media such as the Boston Business Journal, USA Today, Forbes, MSNBC, Fortune Small Business, National Public Radio, and the Christian Science Monitor.

Louis is a graduate of Harvard University, a native of Boston Massachusetts, and together with his wife Elise has 6 children ranging in age from 11 to 22 years old.